

Petroleum Partners Inc.

330 Middle St.

Bristol, CT. 06010

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RAISED BILL No 6518

Good afternoon chairman calapietro, chairman shapiro and members of the general law committee.

My name is Don Ashmore, I am a Mobil dealer located in BRISTOL, CT.

I appreciate the opportunity to testify in the opposition to the zone price ban in RAISED BILL NO. 6518.

Ten years ago my wife Marie and I built our dream business, Mobil on the Run on Middle st in Bristol. In doing so it took every resource we had to bring it to fruition, and I tell you this because for ten years now I have done the comparisons of A RACK PRICE AND DTW PRICE.

I personally have access to several rack prices through out the Connecticut market. I can tell you without reservation that DTW pricing is a better way to be priced, it works.

Why does it work? 1) Able to adjust to local street pricing. 2) Rack price has no structure as to what is a fair rack price. My 10 year history shows me time after time that DTW IS FAR MORE favorable pricing. That means I am competitive and my customers are benefitting from my being able to compete. With out DTW I am dead in the water 96.86% of the time. 3) A rack price will not help anyone compete with the stop & shops, wall marts, Costco etc.. DTW CAN, PERIOD.

You must believe me when I tell you what is better, AT THE END OF THE DAY, IT IS IN MY BEST INTEREST TO DO WHATS BEST FOR MY BUSINESS, FOR MY CUSTOMER, and FOR MY COMMUNITY. I have customers from all around the grater Bristol area i.e.; Southington, Wolcott, Plymouth, Farmington, Burlington, Plainville, etc.

As you can imagine, I have several independent suppliers knocking on my door as I am the owner of the site. People who want to buy my station or many stations I have pursued around the state always ask the same question first. ARE YOU PRICED OFF THE RACK PRICE OR THE

DTW? When I tell them DTW, or they tell me DTW, THE CONVERSATION CONTINUES. When a prospective seller says he or she is priced off of the RACK, END OF CONVERSATION. RACK PRICE DOES NOT WORK. WHO SETS THE RACK PRICE? RACK PRICING WILL REMOVE ANY AND ALL COMPETITIVE EDGE IN THE STATE OF CONNECTICUT.

ALSO THE RACK PRICE IS VERY, VERY VOLITAIL. MASIVE UPS AND DOWNS. EITHER WAY, UP YOU HAVE A MUCH HIGHER PRICE PRODUCT ON ITS WAY TO THE STATION. DOWN, YOU JUST GOT A LOAD IN LAST NIGHT B/4 THE DECREASE. This massive volatility will put most dealers across this grate state of ours out of business in little or no time

DTW PRICING WORKS 96.86% OF THE TIME. THE NUMBERS DON'T LIE. I do not know of many things that work 96.86% of the time.

I can promise each and every one of you, if this positive long trend of zone pricing changes for the worst I will be the first to bring it to your attention. However, right now it just works and works well!

Don Ashmore Sr.